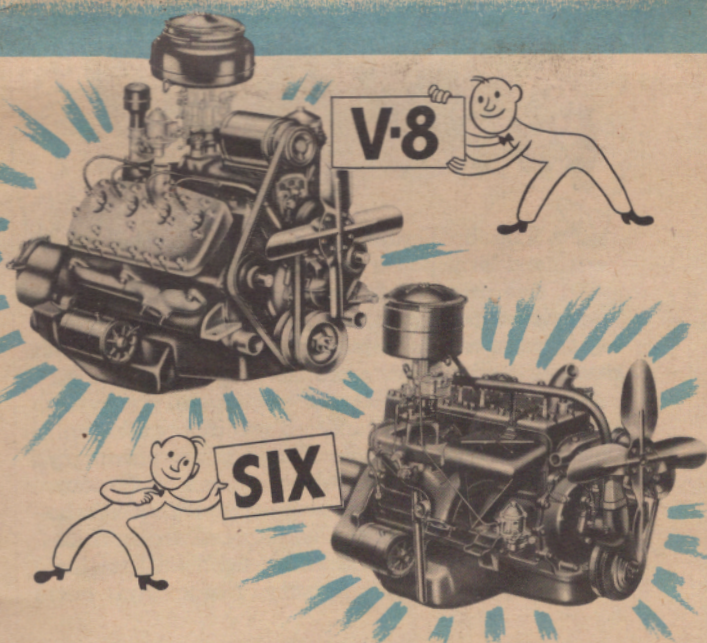


# Ford's out Front with

The only Power Choice  
in the Low-Priced Field!

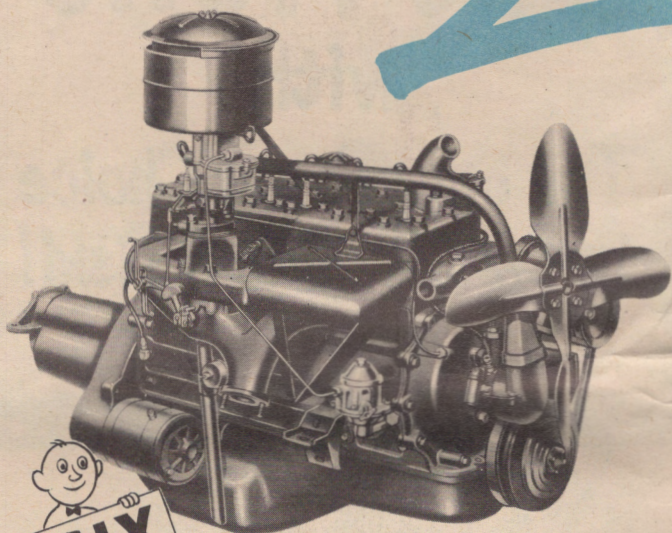


And look at the features they give you . . .



643

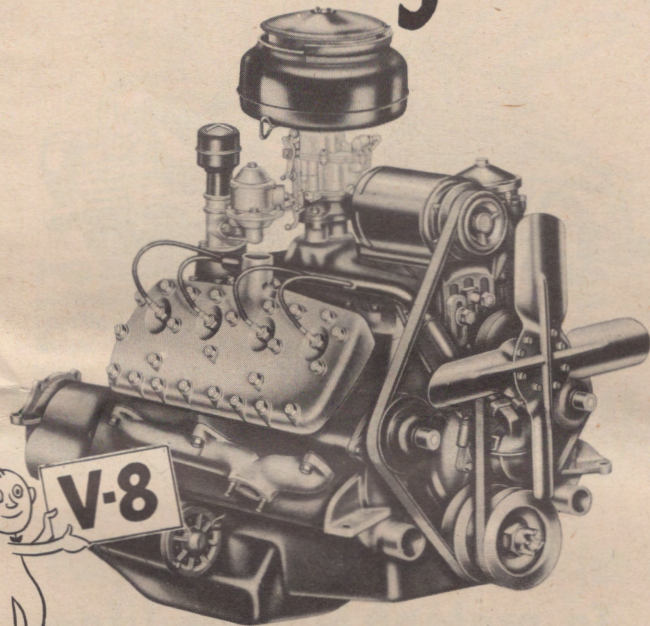
# Only Ford gives you your choice of **2** Great Engines



The brilliant new Ford Six is the most modern power plant in its class. It has the same basic engineering design, manufacturing precision and quality materials as its partner, the famous Ford V-8. It incorporates virtually all the famous V-8 quality features.

This big powerhouse of an engine gives you typical Ford performance, durability and economy. You get the same flashing, travel-hungry liveliness that has made Ford engines famous.

But no matter which engine you choose, the rest of your Ford is the same . . . same "Life-guard" body . . . same "king-size" brakes . . . same "style parade" beauty inside and out.



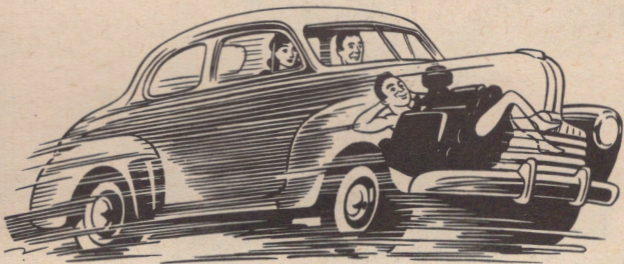
Today's Ford V-8 engine has a host of engineering advancements that mark it as the really great "8" in the economy class. This 100-horsepower V-8 is the culmination of 14 years' study and improvement of the same basic design—the type of engine which powers America's costliest cars. That's why the Ford V-8 offers the car buyer still greater flexibility, smoothness, thrift and reliability. The Ford V-8 is engineered to precision standards—built of quality materials—designed to further strengthen its popularity with value-minded car buyers. It takes Ford facilities—Ford production magic—to bring this finest type engine to the low-price field.

Whatever your choice, you

get these Ford advantages



# Ford Engines "Loaf"



## While The Car "Hustles"

To prolong engine life—  
save gas and oil, too

No other engine in the low-price field can match the "relaxed" performance of Ford engines. For both the Ford V-8 and the Ford Six make fewer engine revolutions per turn of the wheel than any other power plant in their class. Thanks to this basic principle, developed by Ford engineers, Ford engines "loaf" while the car "hustles"—actually make from 910,000 to 2,240,000 fewer revolutions than other low-priced cars for every 10 thousand miles you drive them.

This "easygoing" engine rate means a lot to you. It *prolongs engine life* by reducing wear on every moving part. It *saves you money on gas, oil and maintenance*. It gives *smoother, quieter operation* at every road speed for greater motoring pleasure.

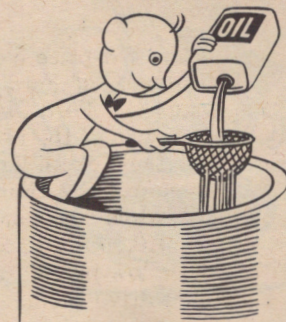
BOTH ENGINES HAVE—

## Electro-plated Light-weight Pistons



Ford engines are equipped with modern, electro-plated, lightweight pistons like those used in the costliest of cars. What's more, Ford pistons are fitted with four rings instead of the usual three, to make Ford cars thrifter than ever on gas and oil.

## Replaceable Cartridge Type Oil Filter

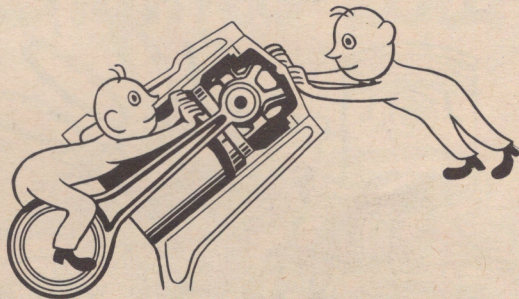


This big, replaceable, cartridge-type oil filter traps road dust and carbon particles to make Ford engines last longer. You save on operating expense, too, because the period between oil changes is prolonged.



BOTH ENGINES HAVE—

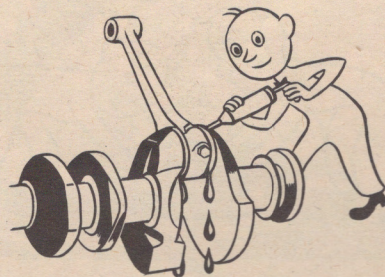
## Super-Power Combustion Chambers



You can use standard grades of fuel in the Ford Six and the Ford V-8—and still enjoy high compression performance. The super-power combustion chambers of both these engines are designed to eliminate “ping” and fuel knock—add more enjoyment to stop-and-go driving and long distance cruising alike.

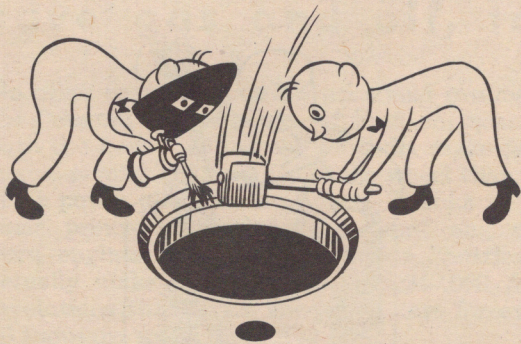
BOTH ENGINES HAVE—

## Full-Pressure Oiling System



It's the same type used in America's costliest cars—and it provides *full lubrication under pressure* to all vital engine parts. What's more, a new large capacity pump steps up oil circulation to add to engine life, reduces friction, gives smooth operation at high speeds.

## Hardened Heat-Resisting Valve Seat Inserts



Only Ford gives you special hardened valve seat inserts in *both* intake and exhaust. They save you money on valve regrinding, maintain a better seal for full power, prevent waste of fuel.

## Oil Bath Cleaner

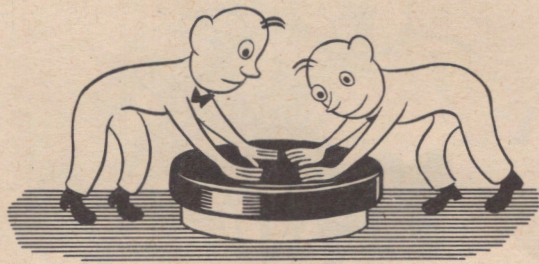


The effective Ford oil bath air cleaner filters out virtually all dust or grit at the air intake. That means the air entering the Ford engine is free from abrasive dirt so that pistons and cylinder walls last longer and the life span of Ford engines is greatly increased.



**BOTH ENGINES HAVE—**

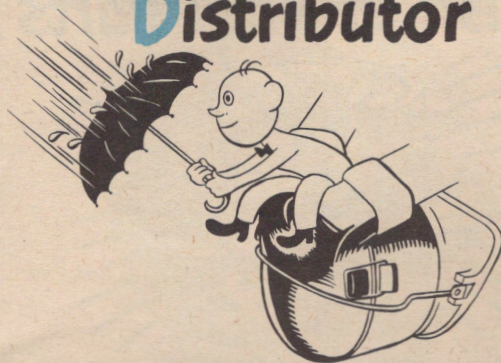
## Pressure-Sealed Cooling System



Ford engine cooling systems have a pressure-valve radiator cap which permits higher engine operating temperatures for greater efficiency. It also reduces loss of anti-freeze due to evaporation, cuts down operating costs.

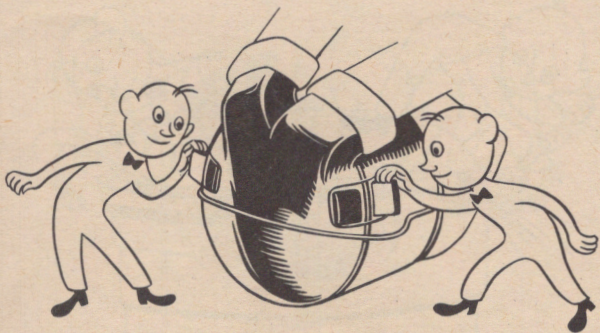
**BOTH ENGINES HAVE—**

## New Sealed-Dry Distributor



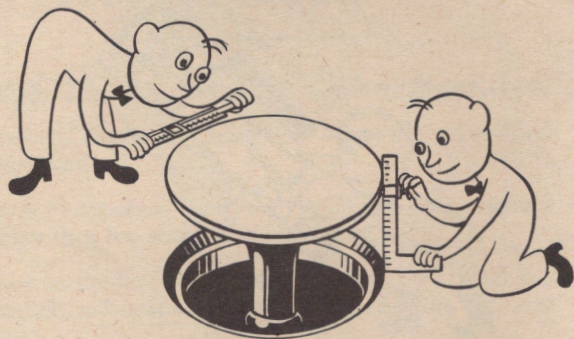
Fog, rain and splash are no problems for the new Ford distributor. This completely weather-sealed unit locks out moisture and dust—protects the Ford ignition system in all weather for more reliable performance.

## Dual Automatic Spark Control



A combination automatic centrifugal and vacuum control permits complete performance and economy without fuel knock on standard grades of fuel. The result—more lively performance with utmost economy for all driving conditions.

## Perma-Quiet Valve Clearances

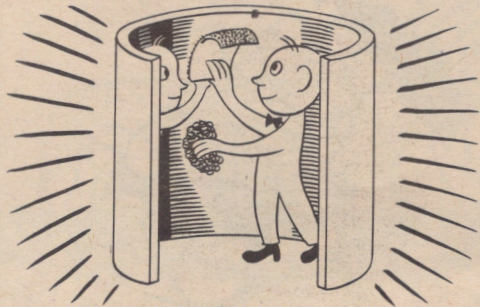


Ford Perma-quiet valves save you money because they never require adjustment. Valve clearances are precision set at the Ford factory for best performance, quieter operation.



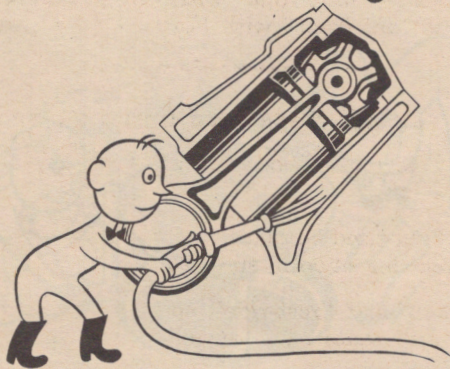
**BOTH ENGINES HAVE—**

## Controlled Quality Finish of Vital Parts



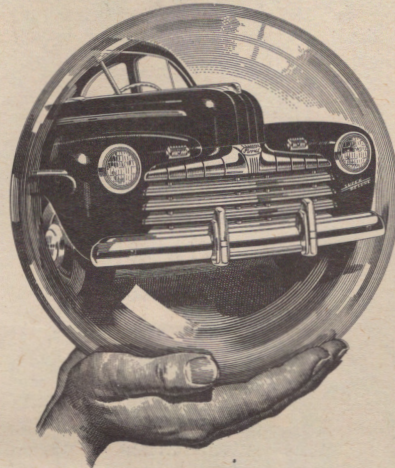
Ford cylinder wall surfaces are given a micro finish designed to hold an even oil film in contact with the pistons at all times. This controlled finish reduces friction, heat and wear—adds thousands of miles to the life of Ford engines.

## Full Length Water Jackets In Both Ford Engines



Each cylinder is completely surrounded by a full-length water jacket to protect cylinder walls against uneven heat expansion and wear. This quality feature pays Ford owners dividends in longer engine life, more efficient performance.

## Take Your Pick of Power ... Pick Ford!



### It all adds up to this . . .

When you choose Ford, you get the only power-choice in the low-price field! Only Ford, of all cars, gives you either a V-8 or a Six!

You get "Relaxed Power," too!

Ford engines "loaf" while Ford cars "hustle" . . . to add extra miles of smooth, relaxed performance . . . to save gas and oil!

Yes, "Ford's Out Front" with *two* great engines. You'll be "out front" with Ford!

### **NOTE: You get these Ford advantages, too!**

Ford "Lifeguard" body of all-steel, all-welded construction!

Ford "king-sized" brakes . . . big, self-centering hydraulics for smooth, sure stops!

Ford multi-leaf "rest-ride" springs . . . and big "armchair" seats . . . for solid comfort on any road!

Ford baked enamel finish . . . bonded to the metal, to protect that "showroom complexion"!

These, and many more advanced features make Ford the outstanding value of the low-price field.



There's a *Ford* in your future!

